

TOURISM GRANT APPLICATION

Organization Applying: CASA
Address: 403 Pine St., 3rd Flr.
City, State, Zip: Klamath Falls, OR 97601
Contact Person: Sandy Berger
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Web Site Address: www.klamathfallscasa.org
Title of Project: Ride Through Paradise
Brief Description of Project: Cycling event fundraiser
for CASA bringing in cyclists from around
the Pacific Northwest benefitting foster
children in Klamath County. We are requesting
\$4,050 to help promote our event to tourists.

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant Sandy Berger Date 3/23/12
Signature of Board Chair Kelly Kitz Date 3/23/12

Tourism Grant Budget Form

INCOME	Committed	Pending	Total	Actual	Comments/Explanations
Tourism Grant Request	450	4,050	4,500		Request \$4,050
Cash Match -					
Source:	4				
Source:					
Source:					
Total Cash Match	-	-	-	-	
Other Funding Sources:					
Source:					
Source:					
Source:					
Total Other Funding Sources	450	4,050	4,500	-	
Total Projected Revenue	450	4,050	4,500	-	
Discover Klamath TV, Radio, web					
EXPENSES					
Advertising					
Print	150	1,350	1,500		
Web					
Other Internet					
Other	60	540	600		OR Bike Distribution
Total Advertising	-	-	-	-	
Printing	150	1,350	1,500		Posters & Brochures
Postage	20	180	200		Mailers
Misc/Other (Explanation Req'd):					
Other:	70	630	700		OR Bike Ads
Other:					
Other:					
Other:					
Total Miscellaneous/Other	-	-	-	-	
Total Projected Expenses	450	4,050	4,500	-	
Net Projected Income<Expense>	-	-	-	-	

NOTES

Do not include any items listed on Page 3 of the application as not eligible
 Be as specific as possible; provide explanation to help clarify budget items
 Use the "Actual" column when preparing your final report; submit this form with the final report
 Use additional space or lines if necessary to provide complete information

PROJECT DESCRIPTION

Project Plan:

1. **What is the main focus of this proposal?** The focus of this proposal is to obtain grant funding that will allow CASA to promote its annual cycling event. We will bring tourists to Klamath County by advertising our event throughout the Pacific Northwest. Additionally, we will encourage cyclists to plan an extended visit by providing cyclists with tourism information through Discover Klamath. More specifically, we will provide cyclists with information through a link to Discover Klamath on our CASA website. Klamath County is fortunate to have a beautiful community with truly beautiful scenery, wildlife and sports and recreation. Per the Southern Oregon Visitor Studies, some of the top reasons tourists visit a community are truly beautiful scenery, viewing wildlife and birds, sports and recreation, good place for camping, good for hiking/backpacking, excellent national/state parks, and good for families. Klamath County has all of these things and more. We will promote these community strengths through a multi-faceted advertising campaign.

The goal is to build on our event by attracting cyclists from around the State of Oregon and the Pacific Northwest. In the past, our event has attracted cyclists from Oregon, Washington, Idaho, California and Nevada, with approximately 30% of our cyclists coming from out of the area. We have received several recommendations from out of town cyclists for more advertising. One cyclist said "This is the best kept secret in Southern Oregon." If more cyclists knew about CASA's Ride, they would come to Klamath County.

2. **What are the project activities?** CASA holds an annual cycling event fundraiser with 2012 being its 9th year. The Ride includes four routes for every level of cyclist followed by a gourmet lunch and entertainment. We will promote Discover Klamath through a link on our website that cyclists can access when they register online. This will encourage cyclists to visit other attractions in Klamath County. Our cyclists love this ride. Some of the quotes we have received include: "Great, beautiful ride. Gorgeous scenery. Plenty of Rest Stops. Would love to do this again." "Great service, food, route – Thank you!" "Open spaces, sun, birds, well organized, friendly people. What more could you ask for!" The chronology of project activities are:

- Start multi-faceted marketing campaign targeted toward tourists:
 - Bicycle Paper
 - OR Bike
 - Radio
 - Television
 - Web
 - Posters
- Promote extended visit to Klamath County through advertising and website
- Secure volunteers for event
- Hold cycling event on July 28, 2012

3. **When will the project occur? How long will it last?** The project will pay for advertising to promote our event which is scheduled for Saturday, July 28, 2012.

The project will begin when grant funds are disbursed and go through the date of the event.

4. Who is the target market? What is your strategy for reaching the target market?

The target market is cyclists in the Pacific Northwest. The demographics of the 40,420 cyclists who read the Bicycle Paper are:

- 65% male
- 35% female
- 80% college graduates
- 30% earn more than \$60,000
- 60% earn more than \$50,000;

With the grant funding, the strategy for reaching the target market includes a multi-faceted advertising campaign:

- Advertising campaign through the Bicycle Paper Northwest Tour Guide;
- Advertising through Discover Klamath with television, radio and web ads;
- Advertising through OR Bike with print ads and poster and brochure distribution.
- We will send print materials to Cycling Clubs and Shops throughout the Pacific Northwest.

CASA will continue to market our event through community calendars, public service announcements and mailers to cyclists, bicycle shops and clubs.

Project Goals:

5. **How many visitors do you expect to attract to Klamath County? How will you count the number of visitors versus the number of locals?** With the grant funding and increased advertising, we expect 400 cyclists. Visitors will be tracked through registration forms.
6. **How are you planning on extending the visitors length of stay? How will you encourage early arrival and late departure.** CASA has partnered with several organizations in the past to promote our fundraisers. In 2011, we partnered with the Klamath Blues Society to bring more visitors to Klamath County for the Blues Festival. In 2012, we are partnering with the Klamath Relay for Life to bring cyclists to our area during the week.

QUALIFICATIONS OF APPLICANT

7. **Describe your organization.** CASA for Children of Klamath County is a non-profit evidence-based program that trains Court Appointed Special Advocates for foster children who have been removed from their home due to abuse or neglect. CASA has been advocating for foster children in Klamath County since 1991. CASA collaborates with the courts and numerous agencies ensuring child safety, child well-being and permanency for foster children.

An investment in CASA is an investment in the children in our community. The CASA program:

- Provides judges with the information they need to make critical decisions;
- Increases education advocacy and student achievement;
- Increases the accountability of the child welfare and court systems;
- Reduces the number of children in long-term foster care;
- Connects children with family and relatives;
- Aligns children and families with appropriate services;
- Ensures that children are only in state custody once;
- Provides children with hope and a plan for their future.

The research is clear. The influence of an interested and caring adult – an important protective factor – is significantly stronger for children who have an advocate than those without. CASA promotes the following positive outcomes which has an immediate positive impact on the children we serve and a long term positive impact on our community as they become young adults.

- **Less time in foster care.** CASA children are substantially less likely to spend time in long-term foster care.
- **Foster care reentry reduced.** Foster care reentries are consistently reduced by half for CASA children.
- **Both children and parents receive more services.** CASA children and their parents receive more services – mental health and medical services were significantly more likely to be received.
- **Permanency.** CASA children receive permanency in a safe and permanent home. Only 9% of CASA children reenter foster care.
- **Foster placement changes are reduced.** Changes in placements are reduced enabling children to remain with the same foster parent.
- **Positive outcomes.** CASA children have increased self esteem, increased achievement and the ability to make positive choices.

8. **Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Klamath County? How are you uniquely qualified to carry out this project?** As the Executive Director of CASA, I am responsible for planning our annual fundraiser which attracts cyclists from around the Pacific Northwest. 2012 will be CASA's 9th Annual Ride Through Paradise Cycling Event with approximately 30% of our cyclists coming from out of the area. The grant will allow CASA to build our base of out-of-town cyclists.

MARKETING PLANS

9. **Describe specifically how you will market the event to visitors.** With the grant funding, CASA will implement a multi-faceted advertising campaign including:
- Our event in Klamath County will be advertised by the Bicycle Paper through the Northwest Tour Guide. Advertising through the Bicycle Paper, a cycling publication distributed to 40,420 cyclists throughout the Pacific Northwest.
 - TV, Radio and Web advertising through Discover Klamath
 - Print advertising and brochure distribution through ORBike
 - Poster distribution to cycling clubs and shops throughout the Pacific Northwest.
10. **How will you measure your success or attendance? Examples: Survey, Raffle, Ticket Sales (Be Specific).** We will measure our success for this project through an increase in cyclist registrations. With grant funding we estimate our cyclist base will increase by 300 cyclists for a total of 400 cyclists attending CASA's 9th Annual Ride Through Paradise Cycling Event.
11. **If your project is already underway explain how this grant will increase your likelihood of success.** 2012 will be CASA's 9th Ride Through Paradise Cycling Event. As a non-profit program with no advertising budget, the marketing for our annual fundraiser has been limited to community calendars, public service announcements and mailers to cycling clubs and shops. The grant funding will substantially increase our exposure to cyclists from around the Pacific Northwest increasing visitors to Klamath County.
- With 400 cyclists and the revenue CASA receives from this event, CASA will be able to advocate for approximately 30 additional foster children in Klamath County ensuring their right to a safe and permanent home. This is the true success for our project.
12. **Describe any in-kind or volunteer assistance you expect to receive in support of this project. Letters of support may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.** Every year CASA receives volunteer and in-kind support for its annual cycling event. Hutch's Bicycle Store makes in-kind donations of supplies for our event. Our event also receives support from numerous volunteers who help man rest stops, registration, sag wagon and other activities. We have approximately 20 volunteers who help with this annual event.